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## PICTURE PERFECT PHOTONET PUTS SNAPSHOTS IN DIGITAL FORM FOR ONLINE USE

Rocky Mountain News; Denver, Colo.; Aug 3, 1998; Greim, Lisa;

NAICS:3861;2823;2821 Duns:00-220-6183

Start Page: 2.B

Subject Terms: Digital photography

Web sites

Service introduction

Geographic

Denver

Names:

CO

US

Mountain

Companies:

Eastman Kodak Co Ticker:EK Duns:00-220-6183

NAICS:3861;2823;2821

### Abstract:

**PhotoNet**, which launched Independence Day weekend, allows shutterbugs to get online images when they drop a roll of film at any of 30,000 retailers around the country, including Safeway, Kmart and Fox Photo.

No scanning, up- or downloading is required to order the digital images. Consumers check a box on their photo order envelope and pay an extra \$6 per roll for 30 days' **archiving** and unlimited e-mail.

Users can include photos with e-mail, download them to a hard **disk** or cartridge drive for local storage, or put them on their own Web sites. They can point others to the Web site, which is password-protected. And they still get glossy prints to put in albums or hang on cubicle walls.

### Full Text:

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CyberLIFE page MILE HIGHTECH SEE END OF TEXT FOR INFOBOX

Last summer's snapshots may languish in the same shoe box you tossed them into last September. But this summer's snapshots can live forever in cyberspace, courtesy of a brand-new service that Eastman Kodak Corp. hopes will change the world of consumer photography.

**PhotoNet**, which launched Independence Day weekend, allows shutterbugs to get online images when they drop a roll of film at any of 30,000 retailers around the country, including Safeway, Kmart and Fox Photo.

No scanning, up- or downloading is required to order the digital images. Consumers check a box on their photo order envelope and pay an extra \$6 per roll for 30 days' **archiving** and unlimited e-mail.

You can add shots from a digital camera, or older pictures you've scanned, to your **PhotoNet** collection.

"It is stupid-proof," says Kodak spokesman Tony DeFazio, sending along an e-mailed shot of himself and his girlfriend on the Jersey shore as testimony. "I just go bonkers with it."

Users can include photos with e-mail, download them to a hard **disk** or cartridge drive for local storage, or put them on their own Web sites. They can point others to the Web site, which is password-protected. And they still get glossy prints to put in albums or hang on cubicle walls.

If people like what they see, they can order extra prints - or coffee mugs and mouse pads, if the spirit moves.

"It doesn't ask consumers to break their behavior patterns," DeFazio says.

**PhotoNet** has been offered for several years by vendors such as Ritz Camera. Kodak put its brand name on the product after it acquired **PhotoNet's** parent company, Virginia-based PictureVision.


A list of **PhotoNet** retailers - which include such Colorado stores as Walgreens,  Target, Robert Waxman and The Slideprinter - can be found at [www.kodak.photonet.com](http://www.kodak.photonet.com).


Kodak's not the only photo vendor to tap into the image-distribution power of the Internet.

An Arapahoe County company, Sedona Digital Print Service, offers an online service using the FotoPrint equipment made by its parent company, Sienna Imaging.

Wedding photographers have turned to the Web as a way to bypass the time-consuming shuttling of proof sets from here to Peoria. Companies like Eyes on Photography of Denver feature a sampler of pictures from recent nuptials that folks can admire and order.

The Web sites serves two purposes: Not only do the Web pages sell photo reprints to far-flung family and friends of newlyweds, but they promote the studio's work to future customers.

And  Polaroid Corp. just announced a digital photo printer called Color Shot which uses its longtime instant photo expertise, plus the brand-new Universal Serial Bus connection technology, to put a fast, easy-to-use film-based printer on the desktop.

"Users can produce multiple images every 20 seconds," said Carole Uhrich of Cambridge, Mass.-based  Polaroid.

The printer, which costs about \$300, allows users to reproduce everything from their own digital pictures to Internet images or PowerPoint slides. ColorShot film costs about a dollar a print.

## INFOBOX

### E-photo albums

#### Sharing snapshots at Net speed

1. Take vacation or special occasion photos
2. Deliver unprocessed film to any of 30,000 retailers nationwide who offer Kodak **PhotoNet** Online.
3. By sharing a PIN number with friends or family they can order reprints, coffee mugs, jigsaw puzzles...or a mouse pad directly from Kodak.

-Your photos may be on a secure Web site before you get home.

Textual Illustration:

Illustration; Caption: E-photo albums. By Joseph Wagner / Rocky Mountain News. See Infobox for additional information.

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